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Lt. Governor Sue Ellspermann  
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**FOR IMMEDIATE RELEASE**

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**Lt. Governor Sue Ellspermann Releases  
Application for New Indiana Grown Initiative Commission**

INDIANAPOLIS – Lt. Governor Sue Ellspermann today announced that applications are now available for the twelve positions on the new Indiana Grown Initiative Commission.

On March 27, 2014, Governor Mike Pence signed into law the Indiana Grown Initiative bill which creates the commission to oversee programs to market and promote Indiana-produced agricultural products. The twelve-member commission will provide guidance and direction to the staff of the Indiana State Department of Agriculture that will be responsible for connecting businesses that use or sell agricultural products such as restaurants, grocers, wholesalers, processors, and farmers' markets with Indiana-based producers of meat, fruits, vegetables, wine and forest products.

"The Indiana agriculture industry produces a wide variety of high quality products that Hoosiers can enjoy and use," said Lt. Governor Ellspermann. "With the growing interest in home-grown products in our grocery stores and our restaurant menus, now is the perfect time to launch a marketing program to clearly identify those products grown or produced right here by Indiana farmers. I look forward to the input and support from the new Commission members on this initiative."

"The Indiana Grown Initiative is an innovative and positive approach to creating a consumer preference for Hoosier grown products," said Ted McKinney, Director of the Indiana State Department of Agriculture (ISDA). "The time is now to elevate Hoosier awareness of Indiana products. This initiative will act as the perfect catalyst to increase market awareness of locally-grown and produced products in Indiana."

Those interested in becoming a member of the Indiana Grown Initiative Commission should visit [www.in.gov/ISDA](http://www.in.gov/ISDA) and click on "Indiana Grown Initiative Commission Application" located on ISDA's homepage. Applications are due May 16.

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